

Message Text

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ACTION EUR-25

INFO OCT-01 ISO-00 CIAE-00 EB-11 INR-10 LAB-06 NSAE-00

PA-04 RSC-01 SIL-01 USIA-15 PRS-01 SAM-01 AGR-20

DRC-01 /097 W

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R 041455Z FEB 74

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 8402

USDOC WASHDC

UNCLAS SECTION 1 OF 2 BELGRADE 0519

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT: NOVI SAD FAIR - US PAVILION: WRAP UP OF RESULTS TO DATE

REF: A. STATE 17836

1. IN INTENSIVE CAMPAIGN, INCLUDING LETTERS BY AMBASSADOR TOON AND CHARGE' JOHNSON, AND NUMEROUS LETTERS, TELEXES, TELEPHONE CALLS BY COMMERCIAL ATTACHE TO U.S. HOME OFFICES AND EUROPEAN SUBSIDIARIES, EMBASSY, WITH VALUBALE COMMERCE ASSISTANCE, HAS CANVASSED OVER 130 FIRMS TO DATE IN SUPPORT OF A US PAVILION AT NOVI SAD AGRICULTURAL FAIR. MANY FIRMS HAVE BEEN APPROACHED UP TO SIX OR SEVEN TIMES.

2. FOLLOWING FIRMS INDICATED THEY WILL DEFINITELY PARTICIPATE - INTERNATIONAL HARVESTER (450 SQ. METERS OUTSIDE SPACE), JOHN DEERE (100 SQ METERS OUTSIDE SPACE); PIPER AIRCRAFT INTERNATIONAL (100 SQ. METER OUTSIDE SPACE).

3. WE AWAITING DECISION FROM FOLLOWING FIRMS WHICH HAVE INDICATED THEY MAY PARTICIPATE - HESSTON S.P.A. (UDINE, ITALY), BIG DUTCHMAN.

4. FOLLOWING USDA COOPERATORS PLANNING TO EXHIBIT IN JOINT 50 METER SQ. SEGEMENT IN INSIDE PAVILION - AMERICAN SOYBEAN ASSOCIATION, NATIONAL RENDERERS ASSOCIATION, U.S. FEED GRAIN COUNCIL. USDA WILL ALSO EXHIBIT IN SHOW AREA ADJACENT TO US APVILION SITE.

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BARRING UNFORESEEN EMERGENCY, ANIMALS WILL BE DISPLAYED IN BARNs

UNDER JOINT USDA-AMERICAN HOLSTEIN FRIESIAN ASSOCIATION SPONSORSHIP
WITH ADDITIONAL PARTICIPATION BY CARNATION, AMERICAN BREEDERS
ASSOCIATION.

5. WITH USDA PARTICIPATION IN PAVILION, WE APPEAR TO HAVE
APPROXIMATELY \$11,000 OF \$15,000 TOTAL WE WILL REQUIRE AS BARE
MINIMUM FOR MOUNTING EFFECTIVE EXHIBIT. IF HESSTON AND ONE
OTHER FIRM TAKE PART, WE MAY REACH REQUIRED \$15,000 MINIMUM.

6. FOLLOWING FIRMS WHICH HAD EARLIER SIGNALLED STRONG LIKELIHOOD
OF PARTICIPATION HAVE NOTIFIED EITHER COMMERCE OR EMBASSY OF DECISION
AGAINST PARTICIPATION: CARGILL, CATERPILLAR, HINDS INT'L. IT
ANY TWO OF THESE THREE FIRMS COULD BE PERSUADED TO RECONSIDER,
WE COULD PROBABLY BE ASSURED OF SUFFICIENT FUNDS TO MOUNT AN
EFFECTIVE PAVILION.

7. FOLLOWING FIRMS WHICH HAVE EARLIER INDICATED SOME INTEREST IN
FAIR HAVE NOT YET RESPONDED TO OUR FOLLOW-UP ACTIONS: ASSOCIATED
MANUFACTURERS, ATLAS PACIFIC, AVCO, ABREBECUE KING, BIG DUTCHMAN,
BORG WARNER, CALLAHAN, CHASE MANHATTAN, DEXTER KRANICH ASSOCIATES,
DOUGHBOY, DUNBAR KAPPLE, ELLICOTT MACHINERY, EMERSON ELECTRIC,
ENTERPRISES INT'L, JOHN FABICK TRACTOR, FLEETWOOD SYSTEMS,
FLOWAY PUMPS, GANDY CO., GILLESPIE CO., GREAT LAKES, ICORE,
INTERNATIONAL EDGE TOOL CO., JACOBSEN MFG., KUHL INTERNATIONAL,
MCONEILL MANUFACTURERS, MIS CILL, MORIDGE, OLIN CHEMICALS,
OPPENHEIMER INTERNATIONAL CORP., PEARCE & CO., PECO CORP.,
PNEUMATIC SCALE, D.B. SMITH, STEIGER TRACTOR, STAUFFER
CHEMICAL, UNIVERSAL OIL, U.S. INDUSTRIES, LANHAM, AMERICAN
BREED SERVICE, DALTON, COOPER & GATES.

8. NOVI SAD FAIR AUTHORITY HAS AGREED EXTEND COMMITMENT DEADLINE
TO FEBRUARY 21. BY THAT DATE WE MUST BE ASSURED OF FINANCING.

9. WE FACE NEED FOR SIGNING UP AT LEAST ENOUGH ADDITIONAL FIRMS
TO MEET \$4000 SHORTFALL.

10. EMBASSY IS FOLLOWING UP BY TELEX WITH EUROPEAN-BASED SUBSIDIARIES
OF HESSTON, CATERPILLAR, ICORE, ORAG INTER. (EUROPEAN DIVISION
OF JACOBSEN) MIX MILL, R. PEARCE CO. (RE LATTER, WE HAVE
BEEN UNABLE LOCATE BOZO LEDNICH OF RSC VELENJA.)
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11. ACTION REQUESTED: COMMERCE IS REQUESTED TO APPROACH FOLLOWING
COMPANIES AT HIGHEST POSSIBLE LEVEL ALONG LINES SUGGESTED BELOW:

A. HINDS INTERNATIONAL INC., P.O. BOX 4192, PORTLAND,
OREGON 97208, TELEX HINEX PLT 15122, ATTN: PRESIDENT GENE HINDS.
HINDS TELEX OF NOVEMBER 21 SAID IN RESPONSE AMBASSADOR TOON LETTER -
"PLEASE COUNT US DEFINITELY IN. WE SHALL BE EXHIBITING AT LEAST

3 PRODUCTS ... POSSIBLY OTHERS." WE ARE THEREFORE VERY DISAPPOINTED AT NEWS HINDS MAY NOT PARTICIPATE. WE CONTACTED AGROTECHNIK (CITED IN REFTEL AS HINDS DISTRIBUTOR) WHO DISCLAIMED ANY KNOWLEDGE OF HINDS PARTICIPATION IN AGROTECHNIK PAVILION. SINCE WE HAVE MANAGED FURTHER EXTENSION TO FEBRUARY 21 OF OUR OPTION, URGE HINDS JOIN US IN MAKING THIS BIG SUCCESS, AS HAVE INTERNATIONAL HARVESTER, JOHN DEERE AND OTHERS.

B. CARGILL (H. ROBERT DIERKS, VICE CHAIRMAN OF BOARD, CARGILL BUILDING, MINNEAPOLIS, MINN). MR. DIERKS' LETTER OF NOVEMBER 6 IN REPLY TO AMBASSADOR TOON, ONE OF OUR FIRST RESPONSES, GAVE US STRONG BELIEF CARGILL WOULD EXHIBIT IN NOVI SAD. OUR CONFIDENCE FURTHER INCREASED BY VERBAL COMMITMENT GIVEN COMMERCE BY MR. DAVE SONDERBERGER ON APPROXIMATELY DEC. 14. WE THEREFORE DISAPPOINTED TO HEAR THAT CARGILL MAY HAVE RECONSIDERED. SINCE CARGILL ALREADY HAS A NEW EXHIBIT IN MUNICH, WE URGE CARGILL TO SHIP IT ON TO NOVI SAD AT MINIMAL COST. WE GUARANTEE ALL POSSIBLE SUPPORT.

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R 041455Z FEB 74

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 8403

USDOC WASHDC

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C. CATERPILLAR (THIS WILL BE FIRST APPROACH TO CATERPILLAR HOME OFFICE). AMBASSADOR'S LETTER OF NOVEMBER 13 TO GENEVA OFFICE AND FURTHER CONVERSATIONS VIA TELEPHONE AND TELEX INDICATE CATERPILLAR'S INTEREST IN JOINING OTHER PARTICIPATING MAJOR FARM MACHINERY PRODUCERS. HOWEVER WE ARE INFORMED BY OMNICOOMMERCE, (CATERPILLAR AGENT FOR YUGOSLAVIA) AND CATERPILLAR GENEVA OFFICE (MR. POTOCKI) THAT EXHIBIT IMPOSSIBLE OWING TO UNAVAILABILITY

OF SUITABLE EQUIPMENT" - SUCH AS "SKIDDER" LINE. WE URGE RECONSIDERATION SINCE WE REGARD NOVI SAD FAIR AS IDEAL VENUE FOR SOME OF CATEPILLAR'S LINES OF AGRICULTURAL MACHINERY, WHICH LITTLE KNOWN IN YUGOSLAVIA.

D. HESSTON CORP: HESSTON, KANSAS, ATTN: MR. GENE KRUDSEN. WE HAVE MAINTAINED DIRECT TELEX AND TELEPHONING CONTACT WITH THEIR ITALIAN SUBSIDIARY (UDINE, ITALY). WE ARE HAPPY THAT HESSTON S.P.A. SHOWS EVERY INDICATION OF WISHING TO PARTICIPATE IN AMERICAN PAVILION AT NOVI SAD. WE HOPE COMMERCE WILL DO EVERYTHING POSSIBLE ENSURE THAT HESSTON HAY FORAGE MAKING AND CUTTING MACHINES AND HARVESTERS WILL BE EXHIBITED.

E. BIG DUTCHMAN: URGE FAVORABLE EARLY REPLY.

G. WE WOULD GREATLY APPRECIATE FOLLOW UP ALL COMPANIES LISTED IN PARAGRAPH 7.

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12. COMMENT: PREMIER BIJEDIC SPEECH LAST WEEK REITERATES CRUCIAL IMPORTANCE GOVERNMENT ATTACHES TO DEVELOPMENT AND MODERNIZATION OF YUGOSLAV AGRICULTURE SO AS TO TAKE MAXIMUM ADVANTAGE OF COUNTRY'S NATURAL ADVANTAGES, AND BOOST EXPORT AND DOMESTIC FOOD SUPPLY. YUGOSLAV EXPERTS AGREE WITH US THAT NOVI DAS 1974 FAIR IS TIME AND PLACE FOR US MANUFACTURERS TO DISPLAY EQUIPMENT AND TECHNOLOGY NEEDED FOR THIS MAJOR DEVELOPMENT EFFORT.
JOHNSON

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